

# Yliopiston Apteekki Oy in Consumer Health (Finland)

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## Abstracts

Yliopiston Apteekki is the third largest pharmacy chain in Finland. The company's focus lies on increasing sales by offering well-known brands, an efficient loyalty scheme and high service by competent staff members. Towards the end of the review period, the company started to develop and expand its private label range under the Professorin family brand name. The company is predicted to put increasing emphasis on its private label range over the forecast period.

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